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ABSTRACT

This progress report on the Public Information Section of the St. Louis, Missouri public schools covers the period from April to September 1980 and includes a log of events and descriptions of activities related to the implementation of the school desegregation plan. According to this report, the Public Information Section incorporated the following activities: (1) establishment of a telephone hotline for the dissemination of desegregation related information; (2) development of a media campaign directed toward all segments of the St. Louis community and school personnel; (3) identification of community resources and organizations to act as liaisons between the public schools and the community; (4) coordination of contacts with media persons, arrangement of media conferences, and provision of speakers as requests were made; (5) provision of training in media communication skills for school administrators; and (6) recruitment and training of volunteers for the Straight Story Line. The Straight Story Line is described as an information and referral service which handled telephone inquiries about school assignments, enrollments, transfer policies and procedures, school safety and security measures, and transportation services. Also included in this report is information on the daily number and content of the telephone inquiries. Appended are two summary reports on the Straight Story Line. (JCD)

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Public Information and Public Involvement

Progress Report

September 1980 — March 1981



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PROGRESS REPORT

FOR

PUBLIC INFORMATION

SUBMITTED BY: Marian E. Cotter
March, 1981

UO 21773

INTRODUCTION

The Public Information section of the Public Affairs Division was proposed in direct response to the need for concentrated efforts to keep the staff and community well informed of all issues and events related to the planning and implementation of a desegregation plan for the St. Louis Public Schools. The initial responsibilities of this unit were those of

1. establishing a telephone hotline for the dissemination of desegregation related information.
2. developing a media campaign which would be directed toward all segments of the St. Louis community and school system personnel.
3. identifying community resources and organizations which would assist the school system as liaisons between the St. Louis Public Schools and the citizens of St. Louis.
4. coordinating contacts with media persons, arranging media conferences and providing speakers as requests were made.
5. providing training in media communication skills for school administrators.
6. recruiting and training volunteers to serve as operators on the STRAIGHT STORY LINE.

"STRAIGHT STORY LINE"

DESEGREGATION INFORMATION HOTLINE

Operation of the telephone hotline began March 27, 1980, with the installation of a Code-A-Phone to record messages called in to the Public Affairs Division. Responses were made to callers by the staff member assigned to operate the Code-A-Phone. Telephones (20) were installed in April, 1980. Recruitment of volunteers began in April. Training sessions for volunteers were conducted in April, June and July, 1980. STRAIGHT STORY LINE opened as the official hotline service in late April, 1980, and continues to serve as an information/referral service as of the writing of this report. Two reports of STRAIGHT STORY LINE activities, information gathered by operators and recommendations are included as appendices A and B. The periods covered by the reports are April - June, 1980 and June - September 3, 1980.

The function of STRAIGHT STORY LINE remained basically the same until immediately after the opening of the 1980-81 school year. During mid-September, however the calls made to the hotline became requests for not only information about desegregation related issues, but general school system information as well. The requests soon created a need for the Public Information office staff to organize a referral system to meet the demands of callers who needed more specific information than we had available. This was done and the service is still provided.

The tables below display the volume of calls received each week for the period September 3 - December 19, 1980 and the general categories of total calls received for the same period.

Table I. CALLS RECEIVED - September 3, 1980 - December 19, 1980

9/3 - 827	9/8 - 166	9/11 - 62
9/4 - 259	9/9 - 110	9/12 - <u>21</u>
9/5 - <u>107</u>	9/10 - 79	TOTAL 438
TOTAL 1,193		

9/15 - 65	9/22 - 87	9/29 - 62
9/16 - 96	9/23 - 59	9/30 - 156
9/17 - 39	9/24 - 53	10/1 - 133
9/18 - 53	9/25 - 55	10/2 - 75
9/19 - <u>37</u>	9/26 - <u>63</u>	10/3 - <u>41</u>
290	317	467

10/6 - 79	10/13 - 52	10/20 - 45
10/7 - 58	10/14 - 8	10/21 - 35
10/8 - 62	10/15 - 23	10/22 - 23
10/9 - 55	10/16 - 32	10/23 - 25
10/10 - <u>22</u>	10/17 - <u>16</u>	10/24 - <u>14</u>
276	131	142

10/27 - 48	11/3 - 22	11/10 - 22
10/28 - 29	11/4 - 25	11/11 - HOLIDAY
10/29 - 12	11/5 - 25	11/12 - 25
10/30 - 25	11/6 - 17	11/13 - 23
10/31 - <u>22</u>	11/7 - <u>19</u>	11/14 - <u>20</u>
136	108	90

11/17 - 30	11/24 - 23	12/1 - 26
11/18 - 29	11/25 - 11	12/2 - 14
11/19 - 18	11/26 - 2	12/3 - 11
11/20 - 21	11/27 - HOLIDAY	12/4 - 18
11/21 - <u>9</u>	11/28 - <u>HOLIDAY</u>	12/5 - <u>14</u>
106	36	83

1/12 - 37	1/19 - 31	1/26 - 38
1/13 - 45	1/20 - 26	1/27 - 43
1/14 - 23	1/21 - 26	1/28 - 25
1/15 - HOLIDAY	1/22 - 23	1/29 - 32
1/16 - <u>9</u>	1/23 - <u>24</u>	1/30 - <u>29</u>
114	130	167

2/2 - 42	2/9 - 28	2/16 - HOLIDAY
2/3 - 49	2/10 - 22	2/17 - 56
2/4 - 36	2/11 - SNOW DAY	2/18 - 69
2/5 - OFFICE CLOSED	2/12 - 25	2/19 - 42
2/6 - OFFICE CLOSED	2/13 - <u>19</u>	2/20 - <u>30</u>
127	94	197

2/23 - 23	3/2 - 35	3/9 - 39
2/24 - 23	3/3 - 18	3/10 - 22
2/25 - 25	3/4 - 20	3/11 - 31
2/26 - 28	3/5 - 25	3/12 - 20
2/27 - <u>25</u>	3/6 - <u>19</u>	3/13 - <u>19</u>
124	117	131

3/16 - 39	Total 12/29/80 - 3/20/81 = 1,547
3/17 - 23	
3/18 - 12	
3/19 - 22	
3/20 - <u>27</u>	
123	

12/8 - 24	12/15 - 20	GRAND TOTAL	3,979
12/9 - 19	12/16 - 14		
12/10 - 11	12/17 - 27		
12/11 - 12	12/18 - 19		
12/12 - <u>10</u>	12/19 - <u>10</u>		
76	90		

Table II. CATEGORIES - September - December, 1980

Transportation	- 744
General School Information	- 731
School Location/Telephone Numbers	- 229
Magnet Elementary/Secondary	- 306
Personnel	- 34
School Assignments	- 1040
Other	- 895
TOTAL	3,979 calls received

The period beginning December 22, 1980 through March 20, 1981 is covered in Tables III and IV below. The same information pertaining to daily calls received and categories of calls during this period are reported.

Table III.

12/22 - 13	12/29 - 9	1/5 - 61
12/23 - 6	12/30 - 14	1/6 - 40
12/24 - HOLIDAY	12/31 - 0	1/7 - 18
12/25 - HOLIDAY	1/1 - HOLIDAY	1/8 - 22
12/26 - <u>4</u>	1/2 - <u>HOLIDAY</u>	1/9 - <u>36</u>
23	23	177

City/County Desegregation 2

Table IV.

Transportation	-	54
General School Information	-	186
Location and Telephone Number	-	92
Magnets - Elementary/Secondary	-	114
Personnel	-	5
School Assignments	-	363
Other	-	719
TOTAL		1,547

PUBLIC INVOLVEMENT

June, 1980 - March, 1981

The second major responsibility of the Public Information component was that of establishing contact with staff, parents and community persons/organizations. The members of the staff began in June, 1980 to establish lines of communication with persons and organizations within the school system. Involvement with persons external to the system began during this same period. Every effort has been made to respond to requests for speakers and/or our involvement in meetings, workshops and conferences throughout the metropolitan area. The results of the varied range of experiences have been

1. visibility of the program and the services we offer.
2. increased responsiveness to the informational needs of the general community.
3. an awareness of the concerns of the groups with whom we have interacted.
4. improved planning procedures to be operationalized for Year II.

The following section identifies the activities of the Public Information staff members beginning with the pre-implementation activities (June 1 - September 3, 1980) and ending with the writing of this report, March, 1981. The first set of materials presented describes pre-implementation activities for the Public Affairs Division and Public Information staff members assigned at that time. The remaining materials address the activities in chronological order, from September, 1980 - March, 1981.

DESEGREGATION ACTIVITIESPUBLIC AFFAIRS DIVISION

The Public Affairs staff has attempted to meet two basic needs in the St. Louis Community: first, to fill an information void and second to minimize misunderstanding. We have initiated several strategies. One feature of our activities has been to emphasize the electronic media -- radio and television -- as well as the print media. We have either completed, are continuing, or are in the process of completing the following projects:

PROJECT

1. Established a Straight Story Line bank of telephones manned by volunteers to provide accurate, up-to-date information to the entire community
2. Produce and secure broadcast time for five television and three radio P.S.A.'s.
3. Develop a slide/tape presentation outlining options for students in Magnet Schools and special programs.
4. Produce and mailed to 50,000 homes a special desegregation supplement explaining in simple language the plan and option students have in the coming year.
5. Design and mail follow-up to newspaper supplement.
6. Conduct workshops for principals on the topics of safety and security and communication.
7. Schedule meeting with groups to discuss options and plans.
8. Appoint a Public Affairs/Desegregation Manager to carry out activities related to desegregation.
9. Establish Institutional Representative Program with Police Department.
10. Organize Speakers Bureau
11. Continue close contact with media
12. Develop and produce ancillary promotion materials, i.e., posters, bumper stickers, etc.

STATUS

1. Approximately 10,000 phone calls answered. The Straight Story Line will continue throughout the desegregation process.
2. All eight P.S.A's are complete. Five television stations and ten radio stations have agreed to run spots through September.
3. Completed five sets slide show; scheduled through Recruitment Centers and Central Office.
4. Supplement mailed May 25, 1980. In addition bulk drops to libraries, community groups, and other special requests.
5. In production. Target date August 6, 1980.
6. Communications Workshop June 16, 1980; Safety and Security held April 16, 1980.
7. Presently have met with 20 groups. Will continue activities throughout next school year.
8. Marian Cotter appointed. Screening for new staff to begin July 21, 1980.
9. Sgt. Tom Rooks is appointing an officer to be permanently assigned to each school.
10. Complete
11. Daily contact with major media. Weekly with others.
12. Being designed.

PROJECT

13. Cooperating with Interfaith Coalition's Committee for Peaceful Intergration and Quality Education.
14. Cooperating with Civic Progress Committee for Peaceful Intergration chaired by John Poelker.
15. Contacted major redevelopers in city.
16. Meeting with Danforth Foundation representatives
17. Meet with representatives from other community groups
18. Redesign Parent-Community Involvement Program.
19. Schedule community open houses for every school in system.

STATUS

13. Setting up community forums all over city.
First meeting July 30 at 10:30 a.m.
14.
 - a) Helping fund part of open house costs.
 - b) Helping with transportation problems regarding sick students.
 - c) Fleishman Hillard representative preparing brochures for integrated schools.
 - d) Holding reception for principals August 15, 1980.
15. Setting up three workshops north, central, and south St. Louis to inform and encourage cooperation.
16. Exploring ways public involvement and communication can be increased. July 25, and July 29, 1980.
17. Met with Girl Scouts, Boy Scouts, League of Women Voters in July to enlist support. League helping with volunteers.
18. Plan for new Parent-Community Advisory Council (PCAC) completed July 24, 1980.
19. Open houses scheduled: August 17 - K-5 & August 24 - 6-8 & High Schools Magnet Schools
 - a) arrange for bus transportation
 - b) arrange for babysitting service
 - c) brief principals in meeting
 - d) prepare flyers and other publicity material
 - e) arrange for refreshments

PROJECT

20. Contact newsletter editors and public relations persons from county school districts to keep them informed of desegregation progress.
21. Luncheon at Press Club to thank and encourage media people.
22. Reception for Principals and administrators involved in desegregation.
23. Ecumenical Service to be held
24. National media representatives arrive

STATUS

20. Missouri School Public Relation Association president contacted. Will put item on September meeting agenda for discussion.
21. Held on August 15, 1980 at the Press Club.
22. Held August 14, 1980 at Busch Center.
23. Service held at Christ Church Cathedral on August 31, 5 p.m.
24. Assigned to bus routes and schools.

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>June</u>		
16	Workshop for Principals	M. Cotter
26	Guest Speaker - Washington University - Dr. Dave Colton's Class	M. Cotter
<u>July</u>		
17	Met with former Mayor John Poelker-Coalition for Peaceful Implementation	M. Cotter
18	Training Session - Straight Story Line volunteers	M. Cotter
21	Met with parents - Re: Open House	M. Cotter
21	PCAC - Discussion with Committee Members	M. Cotter
30	Spoke with parents of Roe, Hamilton and Dewey Schools	M. Cotter
<u>August</u>		
11	Met with Coalition for Peaceful Implementation	M. Cotter
11	Met with parents - Re: Open House	M. Cotter
11	PCAC (Presentation of Draft Proposal)	M. Cotter
14	Coordinated Appreciation Buffet for administrators sponsored by Coalition for Peaceful Implementation - Lennox Hotel	M. Cotter
15	Attended Luncheon for Media Representatives - Press Club, Lennox Hotel	*Staff
17	City-Wide Open House	M. Cotter, J. Harrod and R. Simmons
20	Coordinated Appreciation Luncheon for Straight Story Line volunteers sponsored by Coalition for Peaceful Implementation	M. Cotter
24	Open House City-Wide	M. Cotter, J. Harrod and R. Simmons
25	Guest Speaker - KMOX-FM	M. Cotter
27	Guest Speakers - Blumeyer Tenants Association	J. Harrod, M. Cotter and R. Simmons
*Staff = M. Cotter, A. Selby, J. Harrod, R. Simmons		

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>September</u>		
3	Supervised media Command Post at Straight Story Line	M. Cotter
9	Attended closing meeting of Coalition for Peaceful Implementation	M. Cotter, A. Selby
9	Participated in Public Affairs Staff Meeting	Staff
10	Attended meeting with Parent Involvement Program Staff	A. Selby
10	Met with Monitoring Committee	M. Cotter
10	Attended MOSPRA luncheon, Le Chateau	Staff
15	Staff assistance to Cleveland High - Administration	Staff
16	Staff assistance to Cleveland High - Administration	Staff
16	Guest Speaker - KSLH	M. Cotter
17	Participated in meeting of the committee for the implementation of the Parent/Community Advisory Councils	Staff
18	Participated in meeting at the Danforth Foundation on community involvement, Dr. Myron Puckett - guest	Staff
18	Guest speaker, Cleveland High School parent group	M. Cotter
19	Observed Student Conflict Resolution Workshop at Soldan given by Joseph Rodriques, Kansas City Community Relations Office, U. S. Dept. of Justice	Staff
25	Attended Parents' Association meeting of Cleveland High School	Staff
26	Organized PCAC implementation workshop and notified participants	J. Harrod, A. Selby
29	Attended Public Affairs Staff Meeting	Staff
30	Participated in combined staff meeting of Office of Desegregation Information/Public Involvement	Staff
22 - 26	Participant in CEMREL Training Program for Women and Minorities	M. Cotter
	Weekly Assignment - preparation of the Straight Story Line weekly call tally	A. Selby

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>October</u>		
1	Prepared notes for presentation for Creve Coeur Law Explorers	A. Selby
1	Guest Speakers for meeting of Creve Coeur Law Explorers	M. Cotter, A. Selby
3	Arranged PCAC Planning Committee meeting	A. Selby
6	Participated in Public Affairs Staff Meeting	Staff
6	Preparation for the implementation of the PCACs: attended workshop in planning - Erwin Somogyi, educational consultant	Staff
7	Attended Group Dynamics workshop given by Kathryn Nelson, Director of Human Services, Forest Park Community College	Staff
7	Participated in meeting with Charles Simms, interim principal of Cleveland High School to plan his first parent meeting	Staff
8	Guest Speaker, Cleveland High School Mothers' Club	M. Cotter
9	Attended workshop for students at L'Ouverture Middle School - J. Rodriques, U. S. Dept. of Justice	R. Simmons, J. Harrod and M. Cotter
10	Interviewer on personnel committee to select Title I Administrative Assistant	A. Selby
13	Attended PCAC Planning Committee meeting	Staff
13	Participated in faculty/staff workshop for Cleveland High School, presenter - Anthony Codianni, MRSDAC	Staff
14	Participated in combined office staff meeting (Desegregation Information/Parent Involvement Program)	Staff
15	Attended Cleveland High School parent meeting	Staff
20	Attended workshop in city-wide training for the PCACs, presenter, Kathryn Nelson	Staff
20	Summary report and evaluation of the workshop	A. Selby
21	Attended PCAC Role Definitions planning meeting	J. Harrod
22	Attended Executive Committee meeting on OETC Summary presentation	A. Selby

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>October</u>		
24	Guest Speaker - Dr. Miller's class, UMSL: "Desegregation in St. Louis Public Schools"	M. Cotter
27	Attended meeting - Guidelines, PCAC sub-committee on planning	A. Selby
28	Prepare final draft of PCAC Guidelines and distribute to members	A. Selby
30	Attended ESAA Proposal Executive Committee meeting	A. Selby
	October School and Home--personality article on the Parent Involvement Program	R. Simmons
	Preparation of Straight Story Line weekly call tally sheets	A. Selby
<u>November</u>		
2	Attended in-service training--"The Implications and Opportunities in a Desegregation Setting," Barbara Sizemore	Staff
2	Force Field Analysis - Facilitators	M. Cotter, R. Simmons and J. Harrod
2	Facilitated workshop at Beaumont High --identifying problems in the four desegregated high schools	M. Cotter, R. Simmons and J. Harrod
3	Arranged PCAC Planning Committee meeting and sent memos, telephoned	A. Selby
7	Began project of amassing materials for office resource library	J. Harrod
7	Organized and revised survey form to assess parental involvement in the school system - Principal survey	A. Selby
10	Attended Public Affairs Staff Meeting	Staff
10	Mailed Parent Involvement flyers (publicity)	R. Simmons
13	Taped interview with KSD Radio at the station (aired 11/23)	R. Simmons
17	Prepared tabulation/evaluation form to assess Principal's Survey and tabulated findings	A. Selby

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>November</u>		
17	Attended Public Affairs Staff Meeting	Staff
17	Called reminders to all PCAC Planning Committee members of meeting	A. Selby
18	Attended Administrators Leadership Training session	M. Cotter, A. Selby
19	Participated in meeting of PCAC Planning Committee	Staff
20	Visited with Promotions Dept. of KXOX on the air -- information on the Parent Involvement Program	R. Simmons
24	Attended Public Affairs Staff Meeting	Staff
25	Sent meeting notification to PCAC Planning Committee members	A. Selby
25	Participated in combined Desegregation Office Staff Meeting with the Parent Involvement Program Staff	Staff
26	Attended Women in Leadership Training	M. Cotter, A. Selby
10 - 14	Participated in CEMREL Training Program for Women and Minorities	M. Cotter
	Preparation of Straight Story Line week call tally sheets	A. Selby
	November/December School and Home -- article about Student Conflict Resolution workshops given by Joseph Rodriquez of the U.S. Department of Justice	R. Simmons
<u>December</u>		
1	Attended Public Affairs Staff Meeting	Staff
1	Called meeting reminders to all PCAC Planning Committee members	A. Selby
3	Facilitated final meeting of PCAC Planning Committee	A. Selby
3	Participated in final meeting of the PCAC Planning Committee	M. Cotter, J. Harrod and R. Simmons

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>December</u>		
4	Revised copy of PCAC Guidelines and Model By Laws, as recommended by the Planning Committee	A. Selby
8	Attended Public Affairs Staff Meeting	Staff
8	Organized packets of PCAC and parent involvement material for Board members and the Superintendent	M. Cotter, A. Selby
8	Attended Race Relations workshop, Roosevelt faculty	Staff
8	Force Field Analysis follow-up workshop	M. Cotter, J. Harrod and R. Simmons
9	Desegregation Office in-service workshop, presenter Tommie Jones, mediator U.S. Dept of Justice	Staff
9	Participated in workshops at Soldan High given by MRSDAC	Staff
9	Force Field Analysis of workshops	J. Harrod, R. Simmons
10	Attended MRDAC workshop-Cleveland High School	Staff
11	Attended in-service staff seminar--update on national desegregation trends	Staff
12	Attended seminar, guest speaker - Richard Foster	M. Cotter
13	Presented concept and structure of PCAC before St. Louis Board of Education	M. Cotter
15	In-service Desegregation Information Office planning session	Staff
16	Attended Communication Workshop for Soldan faculty and Force Field Analysis	J. Harrod
16	Attended Motivation Workshop for Soldan faculty	A. Selby, R. Simmons
16	Force Field Analysis Motivation workshop	R. Simmons
17	Attended Women in Leadership training session II	A. Selby, M. Cotter
22	Attended combined office staff meeting (Desegregation Information and Parent Involvement Program)	Staff
29	Attended Public Affairs Staff Meeting	Staff
	Prepared Straight Story Line weekly call tally sheets	A. Selby

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>January</u>		
5 - 6	Attended word processing training sessions	Staff
6	Began compiling information for on-going combined staff (Deseg. Office/PIP) Master Calendar of activities	A. Selby
14	Participated in Multicultural Training Workshop for parents, presenter - Anthony Codianni, MRSDAC	Staff
18 - 20	Attended National Conference on Parent Involvement in Houston, Texas	J. Harrod
19	Attended Administrative Leadership Training, Dr. Richard Green, Supt. of Schools, Minneapolis, Minn.	A. Selby
21	Attended Women in Leadership training	A. Selby
26	Participated in planning session for Parent Involvement Program with Edith Moore and Coordinator, Lorraine Merchant	M. Cotter, A. Selby
26	Taped interview with KXOK for Student Concerns Conference publicity	R. Simmons
26	Taped program for Student Conference at Channel 4	R. Simmons
27	Participated in combined office (Deseg. Info & PIP) meeting	Staff
27	Participated in Communication Workshop at Southwest High School and Force Field Analysis	J. Harrod, R. Simmons
27	Interview on KSLH	M. Cotter
28	Taped interview with KATZ at studio on Student Conf.	R. Simmons
28	Participated in Race Relations Workshop for Cleveland faculty	Staff
29	Met with George Smith, Director, Staff Development	M. Cotter
30	Interviewed Charles Simms, former interim principal of Cleveland High and current Area III assistant superintendent	Staff
30	Met with Irene Macon, Area I Volunteer Coordinator	M. Cotter
	January School and Home article on the Straight Story Line	R. Simmons
	January 19-23 -- Participated in CEMREL Training Program for Women and Minorities	M. Cotter
	Prepared Straight Story Line weekly call tally sheets	A. Selby

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>February</u>		
3 - 5	Participated in Program Review Training Session, San Mateo, California	M. Cotter
5	Responsible for press releases for Student Concerns Conference	R. Simmons
5 - 6	Participated in Student Concerns Conference sponsored by Danforth Foundation, MRSDAC, St. Louis Public Schools, Student Leadership Program	Staff
9	Attended Public Affairs Staff Meeting	Staff
11	Met with Area II Superintendents and principals	M. Cotter
12	Met with Double Helix Corporation for information on documentary about 1st year of desegregation in the school system	M. Cotter, R. Simmons
17	Attended Soldan PTA meeting	M. Cotter
17	Spoke about PCAC concept on KSLH	M. Cotter
18	Responsible for publicity for Special Education Festival	R. Simmons
18	Attended City-Wide Special Education Festival sponsored by the Parent Involvement Program	Staff
19	Attended Area III Principal's meeting as guest speaker	M. Cotter
19	Prepared system-wide mailing to principals and parent organization chairpersons notifying of the implementation of the PCACs	A. Selby
20	Responsible for publicity for Basic Essentials Skills Test competition sponsored by Harris-Stowe College	R. Simmons
20	Met with Desegregation Monitoring Committee	M. Cotter
23	Met with the Task Force Committee, Sigel Community School	M. Cotter
24	Attended combined staff meeting -- guest speakers Dr. Wentz and Jean Roth, Springboard to Learning	Staff
24	Met with School Board President Marjorie Weir	M. Cotter
25	Participated in planning session for parent activities 1981-82 with MRSDAC consultant, Anthony Codianni	M. Cotter, A. Selby

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>February</u>		
25	Attended Budget Executive Meeting for 1981-82	A. Selby
25	Participated in second Multicultural Workshop for parents, presentors from MRSDAC - Anthony Codianni and Constance Earhart	Staff
26	Guest speaker at Phi Delta Kappa meeting, Washington University	M. Cotter
27	Co-presenter with Edith Moore, Parent Specialist, for PCAC concept, Clark Branch I	A. Selby
	Prepared weekly Straight Story Line call tally sheets	A. Selby
<u>March</u>		
3	Met with Everett Nance and James Dixon, UMSL Midwest Community Education Center	M. Cotter, A. Selby
3	Participated in Stress Management Training sponsored by Staff Development and St. Louis University	M. Cotter, A. Selby, V. Jacobs
3	Guest speaker at Area III Principals' Meeting	M. Cotter
4	Prepared report of meeting with E. Nance and James Dixon	A. Selby
4	Guest speaker at Area I Title I PAC meeting	M. Cotter
6	Met with coordinator and specialists (PIP) and Kathryn Nelson on PCAC; recorded minutes of the meeting	A. Selby
7	Participated in City-Wide High School Information Forum sponsored by the PIP	J. Harrod
7	Handled all publicity for the High School Information Forum	R. Simmons
9	Attended Public Affairs Staff Meeting	Staff
11	Met with Charlotte Otley of KMOX-TV	M. Cotter
11	Met with principal and group at Jackson School to assist in organizing first PCAC meeting	A. Selby
12	Attended second Stress Management Training Session	M. Cotter, A. Selby and V. Jacobs

MONTH/DATE	ACTIVITY	STAFF PERSON(S)
<u>March</u>		
13	Met with Al Hillman, graphic artist	M. Cotter, R. Simmons and A. Selby
	Coordinated and attended all PIP workshops for parents throughout the system during the month	J. Harrod
	School and Home feature article on the Student Concerns Conference	R. Simmons
	Developed flyer involving all PIP - sponsored workshops for six weeks	R. Simmons
	Prepared Straight Story Line weekly call tally sheets	A. Selby

SUMMARY

The objectives of the Public Information Office have been met for the first year of implementation of the desegregation plan. One objective, the publishing of a parent newsletter, will be met prior to the close of the 1980 - 1981 school year. Delays in the implementation of the new Parent Community Advisory Councils directly affected the attainment of this objective. The organizational activities are proceeding to the extent that information is now available to disseminate in such a publication.

Straight Story Line continues to be a viable service to the community as a referral service for immediate access to assistance needed by persons calling the St. Louis Public School System. Volunteers played an essential role in establishing the credibility of this service during the early period following acceptance of the plan on May 22. Their involvement made it possible to assist the greatest number of callers during the height of confusion, anxiety and emotionalism generated by the Court Order and the subsequent desegregation plan for 1980 - 1981.

There is, of course, room for improvement in the delivery of services however, given the constraints over which we had little or no control, our efforts have resulted in the quality of service we had anticipated as possible to deliver and maintain throughout the year.

Presently, Straight Story Line equipment consists of six instruments with three direct lines and two stations which are connected to the main switchboard. This arrangement allows us to receive calls placed directly to 231-0908 and to the main switchboard number, 231-3720. The volume of calls received is such that the reduction in the number of telephones has had no effect on our ability to respond to all calls received.

APPENDICES

APPENDIX A

REPORT

STRAIGHT STORY LINE

JUNE 19, 1980

SUBMITTED BY: Marian E. Cotter

<u>EVENT</u>	<u>DATE</u>	
Code-A-Phone operator on duty	March 27	Calls returned by Public Affairs personnel
STRAIGHT STORY LINE telephones operative	April 21	Calls received and returned by P.A. personnel
Workshop for volunteers	April 24	Marian E. Cotter, Public Affairs and June Key, consultant Jefferson County Public Schools, Louisville, Kentucky
Volunteers on duty	April 28	

PURPOSE:

The STRAIGHT STORY LINE, an installation of twenty telephones with sixteen direct lines, was established to serve primarily as a central source of information for parents, students, staffs and citizens who were interested in or concerned about the March 3 order to desegregate the St. Louis Public Schools beginning September, 1980. Information was to be available during the developmental stages of the plan for desegregating St. Louis Public Schools. In addition to disseminating information, STRAIGHT STORY LINE operators were to serve as data gathers by carefully noting the opinions, concerns and comments made by callers relative to the court order, the plan or any other matters under consideration of both the Internal Planning Committee and the court appointed Citizens Committee for St. Louis Public School Desegregation.

GOALS:

1. To become known as the information source available to all persons interested in the St. Louis Public Schools
2. To provide timely and factual information whenever possible
3. To dispel rumors by providing accurate information about any situation reported to the STRAIGHT STORY LINE operators
4. To provide staff persons and the Board of Education with a

regular assessment of the feelings of the public based on the nature of calls received.

PERSONNEL:

There are two employees regularly assigned to the STRAIGHT STORY LINE, Marian Cotter, Assistant Director of Public Affairs and Vetrue Jacobs, clerk-typist, Public Affairs Division. Other staff members of Public Affairs have served as operators, however the primary source of staff persons for the operation has been through volunteer services performed by citizens and staff members from other locations. Twenty volunteers have served a total of 416 hours as operators of the STRAIGHT STORY LINE.

Our volunteers are residents of St. Louis and St. Louis County. They have children enrolled in our schools, parochial schools or their children are now adults. Volunteers are members of the Civil Rights Enforcement Agency and the League of Women Voters. Several are teachers, secretaries, cafeteria workers or college students. We also have volunteers who are active with parent organizations in our schools. Racially, the group is integrated and both sexual groups are represented as well.

OVERVIEW - THE FIRST TWO MONTHS

We officially opened STRAIGHT STORY LINE on Monday, April 21 with members of the Public Affairs Division serving as operators. Inservice for volunteers was held on Thursday, April 24 and the first volunteers reported the following Monday, April 28.

The following chronology shows the number of calls received each day beginning April 23 through June 18.

CALLS RECEIVED VIA STRAIGHT STORY LINE - April 23 - May 30, 1980

Note: The totals indicated in the following list do not include those calls recorded on the Code-A-Phone each day.

		<u>No. of Calls</u>	
April 23	-	52	
April 24	-	<u>19</u>	
	TOTAL	71	
April 28	-	58	(Superintendent presents draft proposal
April 29	-	139	of the desegregation plan to Board of
April 30	-	302	Education and Citizens Committee for
			St. Louis School Desegregation)
May 1	-	380	
May 2	-	<u>281</u>	Final plan submitted to Judge Meredith
	TOTAL	1,160	
May 5	-	170	
May 6	-	214	
May 7	-	322	
May 8	-	213	
May 9	-	<u>103</u>	
	TOTAL	1,022	
May 12	-	96	Public hearings held by Judge Meredith
May 13	-	101	" " " " " "
May 14	-	106	" " " " " "
May 15	-	44	" " " " " "
May 16	-	<u>38</u>	" " " " " "
	TOTAL	385	
May 19	-	47	
May 20	-	39	
May 21	-	53	Judge approves the plan for 1980-81
May 22	-	34	
May 23	-	<u>64</u>	
	TOTAL	237	

		<u>No. of Calls</u>	
May 27	-	55	
May 28	-	44	
May 29	-	41	
May 30	-	<u>24</u>	School assignments mailed
TOTAL		164	

JUNE 2 - JUNE 6

The totals for the week of June 2 - June 6 are approximate numbers. The rapidity with which calls were being taken made it virtually impossible to accurately record each call placed on June 2, 3 and 4. We estimate 1800 - 2000 calls were made by parents on June 2 alone.

June 2	-	$\pm$ 2,000
June 3	-	$\pm$ 1,000
June 4	-	600
June 5 - 6	-	<u>500</u>

ESTIMATED TOTAL 4,100

TOTAL NUMBER OF CALLS RECEIVED

April 23 - May 30	-	3,039
June 2 - June 6	-	4,100
June 9 - June 13	-	604
June 16 - June 18	-	168

The calls made during the period beginning April 23 and ending May 30 were generally:

1. placed by white parents or citizens expressing anger, displeasure, lack of understanding of the court order, objections to information they had heard or read about the draft proposals, disgust with the entire situation, their negative opinions of Black people, the North side of St. Louis and their intent to resist any attempt to involve their children, relatives or friends in any effort to

- desegregate schools
2. requesting the identification of persons or groups who would be available to them for the purpose of hearing their opinions of, objections to or suggestions about the plan which was being developed
3. concerned about the reassignment of high school seniors (1980-1981)
4. interested in procedures to be used to ensure the safety of children who would be transported
5. concerned about the procedures to be used in cases of injury or illness of students who were not assigned to neighborhood schools
6. upset about the possibility of students being unable to participate in extra-curricular activities because of the distance from their neighborhoods
7. expressing opinions about the energy shortage, cost of transportation and the foolishness of busing for any reason
8. Black and white parents concerned/angry about the closing of neighborhood schools
9. Black parents interested in why some schools were to remain all - Black
10. seeking information about school locations, magnet programs and where they would be located
11. wanting to know which students would be transported
12. interested in locations, dates and times of public meetings.

The weeks of April 28 - May 2 and May 5 - 9 were peak weeks for calls prior to and immediately following submission of the plan to Judge Meredith on May 2. The nature of the calls became more abusive, racially insulting and generally negative. Although our records did not include the racial

identification of the callers, daily survey of volunteers indicated that the preponderance of such calls were made by persons who identified themselves as White and/or residents of South St. Louis. Most of the calls placed by persons who could be identified as Black (according to the volunteers) were not abusive or racially insulting but were of the same nature as indicated previously. Both groups of callers basically wanted information, but the need to express the anger or hostility over the situation, the actions of the Board and Administration and the two committees often precluded the acceptance of any responses operators could give.

May 12 - May 30 were "quiet weeks". The calls became simply requests for information with fewer and fewer of the vulgar and abusive statements being made. The concern was focused upon school assignments, when this information would be available and what could be done to avoid the reassignment of students. Objections to the high school seniors being reassigned continued with the greatest number of calls coming from parents of students attending Cleveland and Roosevelt High Schools. Several calls were made by Soldan students and parents indicating a similar resentment of the apparent lack of consideration being given to the problems of seniors at all high schools involved in the desegregation effort.

During the six week period before school assignments and magnet school applications were mailed to parents, there was limited interest in magnet programs. When questions were asked the interest appeared to center upon the eleven magnets currently in existence and a few of those proposed for 1980-81. Inquiries were negligible for St. Louis County residents. There was a noticeable absence of calls from County residents even after the May 21 announcement of Judge Meredith's order.

It should also be noted that there were calls from citizens expressing approval of the position of the Board and the Superintendent. Although this type of call was not the rule, there were enough to indicate that support

does exist in both the Black and White communities.

The weeks of June 2 - 6 and June 9 - June 13 were, by far, the most exceptional periods for the STRAIGHT STORY LINE operators. Approximately 4,704 calls were taken from June 2 - June 13.

Forty-one hundred calls were handled between June 2 and June 6 alone. The number of calls received during the week of June 16, 17 and 18 dwindled to 168 as the total for those three days.

Of the calls taken by volunteers and staff over the June 2 - June 18 period, the following general messages/concerns emerged.

1. 16 - 20% of the white parents whose children were assigned to schools in north St. Louis indicated they would not send their children to public schools in the fall.
2. 95% of all calls were requests for addresses and geographical locations of the schools to which children were assigned.
3. 75% of all callers wanted to know what options were available to circumvent the assignment.
4. Inquiries about magnet schools were received from county residents. The number was minimal, but much more than had been previously received.
5. All parents were interested in information about transportation schedules and routes.
6. Concern was expressed about safety precautions to be taken for the protection of primary students who must now cross major thoroughfares to attend the assigned schools.
7. Cleveland and Roosevelt parents were most adamant about the assignment to Soldan. Most parents indicated that sons or daughters plan to drop out of school if they must attend Soldan.
8. Parents of students enrolled in special education classes wanted school assignments or clarification of assignments received.

9. Interest in magnet schools considerably increased. It did appear, however, that many white parents were not being selective in their interest in magnet programs. Their desire to enroll children in any school, magnet or otherwise, seemed to be based on the proximity to the neighborhood in which they resided. Black and white parents alike were unclear as to the reason for the inclusion of the magnet school application form in the packet of materials they received. A majority of them thought they were to use the form if they approved of the school assignment or disapproved of it.
10. Interest was extremely high regarding the hardship transfer procedure. Operators concurred that the parents of white students expressed a desire for consideration as hardship cases more often than parents of black students.

CONCLUSION:

The STRAIGHT STORY LINE has more than justified the need for such a service. Operators have been able to assist the public by providing as much information as was available at the time the requests were made. The cooperation of various staff members throughout the system has been excellent. This has helped us tremendously in keeping our information current and accurate. Several persons have indicated that this type of expanded operation should be a regular service provided by the St. Louis Public Schools.

The need for additional volunteers still exists. Efforts will be made to encourage greater participation of parents and citizens as operators at the STRAIGHT STORY LINE Center. An assessment will be made regarding the number of telephones to keep in service after the opening of school. It is difficult to make this type of decision until after the school year begins and the volume of calls can be more accurately validated.

APPENDIX B

Summary Report

STRAIGHT STORY LINE

Submitted by,

Marian E. Cotter

September 3, 1980

The staff of STRAIGHT STORY LINE has been involved in performing the following tasks during the period beginning June 19 and ending June 30.

1. obtaining school assignments for students whose parents did not receive letters identifying the assigned school(s)
2. clarifying assignments where conflicts were discovered
3. responding to inquiries about magnet school programs, locations, and the processing of applications
4. referring parents of special education students to the Special Education office for information about assignments
5. calling parents with assignment corrections received from the Student Assignment Committee
6. responding to inquiries of a general nature
7. returning calls recorded on the Code-A-Phone, and
8. continuing to maintain accurate and current information to be used by STRAIGHT STORY LINE operators.

There was a noticeable increase in the number of calls requesting information about magnet schools and special education assignments. Requests for information about specific students were referred to the Area IV office or the office of Special Education. We were in constant contact with the Special Education office because of the number of calls from parents who were concerned that their children had not been assigned to a school for the next school year.

The third area of great concern was transportation. Parents wanted more definite answers regarding pick-up locations, times of departure in the morning and arrival of bus in the afternoon, and whether students being assigned would be provided with transportation to the new school. Parents continued to be interested in bus supervision and safety precautions to be instituted for the protection of transportees.

Several calls were received from parents of gifted students and those interested in having their children assessed for enrollment in the gifted program. They were referred to Kathleen Voelz while she was on duty and later to the Area IV office.

The volume of calls tapered off after June 18. The recorded calls placed between June 19 and June 30 were:

June 19	-	79
" 20	-	<u>37</u>
Total		116
June 23	-	68
" 24		17
" 25	-	20
" 26	-	45
" 27	-	13
" 30		<u>20</u>
Total		183

Total: June 19 - June 30 . . . 299

STRAIGHT STORY LINE operators received and responded to approximately 12,500 calls over the five months of operation from April 23, through August 29, 1980. The areas of general concern have been:

1. student assignment
2. safety and security
3. transportation
4. special education assignments
5. transfer policies and procedures, and
6. magnet school enrollment.

During the month of July, callers were primarily interested in having assignments corrected based on new addresses, receiving assignments for students who were enrolled in special classes or schools and the status of magnet school applications. A great deal of interest in transfer policies was expressed by parents of students assigned to Soldan from Roosevelt and Cleveland and from elementary schools in south St. Louis to their cluster schools in north St. Louis.

The general concern of parents centered around the changes in attendance areas which caused younger children to walk unusually long distances to school. Prior to announcements about procedures which will be used if a child becomes ill at school, this topic was broached as often as that of safety and security.

August was an event-filled month which caused a steady increase in the number of calls received by the operators. Special education student assignments were mailed to the homes of those who were to be enrolled in EMR, BD and LD classes this fall. Flyers announcing Open House Day on August 17 and 24 were also mailed to the homes of our students. The flyers were followed by brochures prepared by the Coalition for Peaceful Implementation and Fleishman-hillard. The major event of August was the mailing of transportation information to those students for whom transportation is to be provided. During all of the aforementioned, mailings of magnet school approvals and denials were reaching the homes of applicants. The volume of calls nearly doubled during each of the last three weeks of August as a result of all of the various letters, flyers, brochures, and cards which were arriving at the homes of St. Louis public school students almost simultaneously.

Many of our callers, unlike those who called during the early weeks of our operation, were genuinely interested in seeking assistance from us. The levels of hostility and anger appeared to be greatly diminished as more and more parents realized that the opening of school was just a few weeks away. A tremendous amount of confusion was created by multiple assignments received for one student, brochures welcoming students to schools to which they were not assigned, Open House flyers with incomplete information and transportation schedules which had children meeting buses arriving at locations that were inordinately distant from their homes. Communication gaps and lack of clearly delineated information seemed to have been the sources of much of the parental confusion and frustration.

The calls during the weeks of August 18 - 22 and August 25 - 29 have generally been requests for transportation assignments, school assignments, and general information about the schools. Several areas of concern have emerged during this period.

They are:

1. the lack of transportation for students assigned to certain cluster schools in north St. Louis
2. the distances younger students must walk to get to the assigned school
3. clarification of school assignments and enrollment procedures used at the school level
4. the safety of elementary (K-5) students who must cross major thoroughfares or walk through questionable areas, and
5. residence verification required of parents in order to enroll students at the assigned school.

These are five of the most often discussed areas. General information requests have been no different than those made at the beginning of any other school year.

July 1 - August 29, 1980

Number of Calls Received

Date	No. Calls received
July 1	24
" 2	17
" 3	12
Total	<u>53</u>
July 7	47
" 8	30
" 9	40
" 10	38
" 11	27
Total	<u>182</u>

Number of Calls Received

Date	No. Calls Received
July 14	33
" 15	29
" 16	42
" 17	27
" 18	35
Total	<u>166</u>
July 21	41
" 22	46
" 23	46
" 24	26
" 25	22
	<u>181</u>
July 28	52
" 29	51
" 30	44
" 31	41
August 1	28
Total	<u>216</u>
August 4	67
" 5	16
" 6	45
" 7	32
" 8	26
Total	<u>186</u>

Number of Calls Received

Date	No. Calls Received
August 11	87
" 12	70
" 13	69
" 14	92
" 15	<u>137</u>
Total	455
August 18	304
" 19	84
" 20	200
" 21	251
" 22	<u>196</u>
Total	1,035
August 25	344
" 26	455
" 27	395
" 28	190
" 29	<u>397</u>
Total	1,781
Total July 1 - August 29, 1980	4,255

Total Calls Received April 23 - August 29, 1980 12,455

September 2, 1980

Number of Calls Received

Transportation	360
General School Information	326
School Location/Telephone Number	38
Magnets - Elementary/Secondary	44
Personnel	1
School Assignments	228
Other	<u>33</u>
Daily Total	1,030

Wednesday - September 3	756
Thursday - September 4	320
Friday - September 5	<u>150</u>
Total for the Week	2,256